

Matthews Parks, Recreation & Cultural Resource

Advisory Committee Meeting Agenda

April 14, 2021

6:30PM

Advisory Committee Members

Howie Labiner – Chair
Ryan Maclatchie
Debbie Chopas

Harvey Boyd
John Gatlin
Tara Van Genderen

Sandi Lee
Scott Rossmeisl
Susan Chambers – Vice Chair

- I.** Call to Order
- II.** Roll Call
- III.** Public Comments
- IV.** Division Reports:
 - a) Special Events
 - b) Athletics
 - c) Parks/Outdoor Recreation
 - d) Cultural Resources
- V.** Director's Report
 - a) Project Updates
- VI.** Old Business
 - a) Discuss Stumptown Park Renaming / Delineation of the Memorial Area
- VII.** New Business
- VIII.** Adjournment

Parks, Recreation & Cultural Resource Advisory Committee

Department Updates: April 2021

PARKS/OUTDOOR RECREATION

- Big Spring Clean – March 27, 9am-12pm
 - This creek cleanup along the Four Mile Creek Greenway was a success. 13 volunteers came and helped us remove over 100 pounds of trash from the creek.
- Free Document Shred Event – April 24, 9am-12pm
 - The Town of Matthews and Record Storage Systems are hosting a FREE document shredding event to help residents and businesses safely and securely dispose of unwanted documents. Drop-off will be in the parking lot behind First Baptist Matthews.
- Stumptown Park
 - The restrooms at Stumptown Park remain closed at this time, except when needed for programs/events in the park.
- Rentals
 - Shelter Rentals will resume April 1, 2021. Until that time, shelters are available on a first come first serve basis.
 - Event Rentals are suspended indefinitely.

CREWS RECREATION CENTER

- Programs/Activities
 - Program Recap
 - Back to Crews Remote Learning Program: To date the remote learning program has operated for 27 weeks. A total of 60 students have participated in the program. The program did not operate during Spring Break (April 5-9th), but resumed on April 12th and will continue through the end of the school year (May 28th). Full Remote students attend Monday-Friday and other students only attend on Wednesdays. This schedule will continue until May 7th. May 10th marks the beginning of 5-days of in person learning until the end of the school year.
 - Upcoming/New Programs
 - American Elite Martial Arts is scheduled to resume on April 8th.
 - Summer Camps
 - Summer camp registration began on February 1st. Registration has been steady for many of our camps, but increased advertising efforts will be made for several new camps (i.e. Esports/Video Gaming Camp)
 - Rentals

- Gym rentals resumed on March 1st, but staff is still not accepting any rentals for social gatherings in the MP Room. Staff is planning to begin renting out the MP Room beginning May 1st.
- Gym Maintenance
 - Staff ordered bleacher end-curtains. The end-curtains are scheduled to ship on May 3rd and install will take place shortly after. Learning Environments are attempting to move up the shipping date.

CULTURAL RECREATION UPDATE

Programs/Activities

- Programs are still going on at both the Matthews Community Center and McDowell Arts Center. We no longer take temperatures of everyone entering the buildings, but we are still screening individuals with the Covid-19 questions.
- Summer camps are filling up as we get closer to the Summer months.
- New Easter activities for 2021 Recap:
 - House Hops – Easter Bunny Express: This program sold out for all 3 days we offered it. This was a huge success and we were able to see over 25 families. We received a lot of positive feedback from this event, and it was a great way to connect with the community again.
 - Biking Down the Bunny Trail: This was another successful event. We had over 200 people come through for a photo with the bunny over the 2 hours we were out on the greenway. We gave away all of our bike helmets and some goodie bags within the first 30 minutes. This was a nice alternative to our usual indoor photo with the Easter bunny event giving the Covid-19 restrictions at the time.

Public Art/Art Galleries

- Art display at Town Hall; these installments will rotate every 60-90 days.
 - Current show: LaDara McKinnon from Charlotte will have her artwork on display for March and April.
 - Upcoming show: Julie Anna Kaufman is scheduled to have her artwork on display for May and June.
- The Art Gallery at the McDowell Arts Center is currently closed and there is no show scheduled to take place at this current time.
- The mural behind the library has been completed and has been installed. Please see photo below.
- Mark Tofano with the Matthews Post of the American Legion is putting together a Call for Artists for the mural wall in the Veteran Memorial Area of Stumptown Park. The Legion will present at least 3 artists and designs to the Advisory Committee once the Call for Artists is complete. The goal is to have the artist and artwork approved before



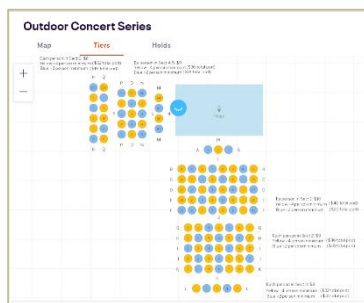
SPECIAL EVENTS

The Great Easter Eggspedition has concluded and all the golden eggs were found. Quite quickly. This activity got great feedback on social media, but staff would like to find a way to involve more people each week.



Staff is preparing the first limited attendance, 350-person maximum, ticketed concert in Stumptown Park for April 9th. This series will serve as a more controlled version of our usual Food Truck Fridays, and will stay in place until orders allow larger crowds to gather. Staff will return to the usual process at that time, without bounce houses. The outdoor concert series 4-seater and 2-seater pods are selling for \$4-\$20. Ticket fees are in place to make sure attendees 'have a stake in the game' and show up. No-shows would waste a limited space!

Each concert's tickets will be posted two weeks before each event, to allow more people to join. The key will be getting the word out, especially to those that are not plugged into our social media. An over street banner and press release have been released. One to two food trucks will be there. Diners will be given an individual trash bag, to dispose of their refuse themselves. Several covid protocols are in place and will be emphasized throughout the evening. At the time of this update, approx. 65% of the pods have been sold.



Matthews Alive is continuing to move forward with planning, with hopes that festivals will be happening in some form by September. Vendors may be spaced out, bounce houses/big slides/inflated obstacle courses will be deleted. Bands will be more regional, rather than national. Any decision to cancel will be made in June/July.



Event staff will be searching for another part-time staff position to fill (29 hr), and has posted for additional Special Event Team members (19 hours). If you know someone that might be a good candidate for either, please let P&R staff know.